



How to Measure, Evaluate, and Report the MNsure Experience

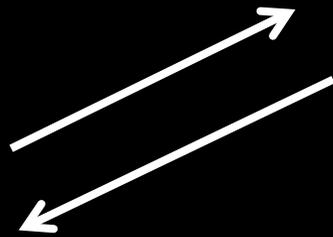
Duane White and Linda Ireland
October 16, 2013

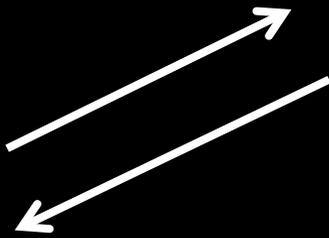
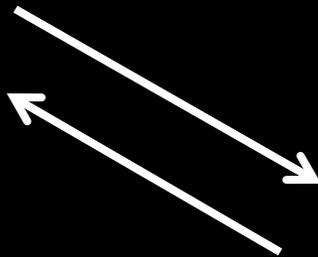
5 Measurement Categories

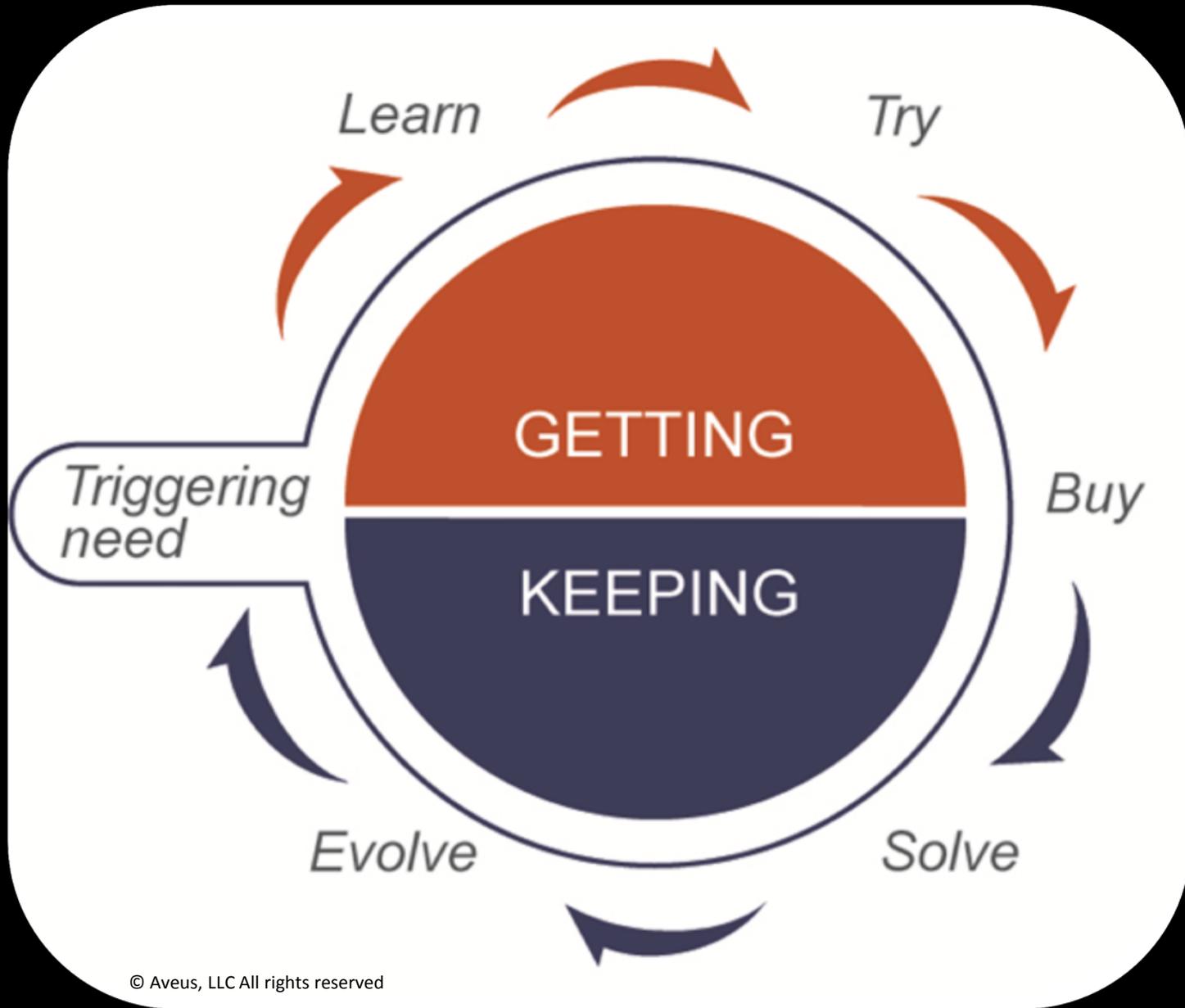
1. Access to health insurance
2. Affordability of health insurance
3. Consumer experience
4. Health plan experience
5. Self sustaining finance

5 Outcomes

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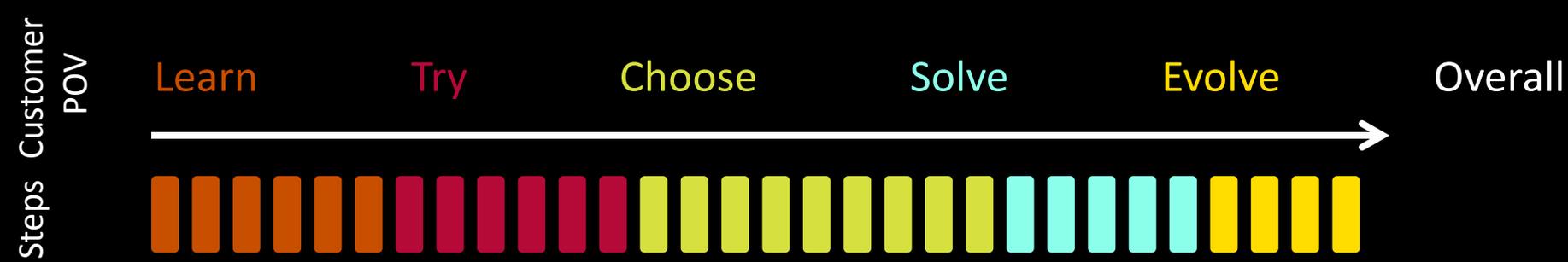


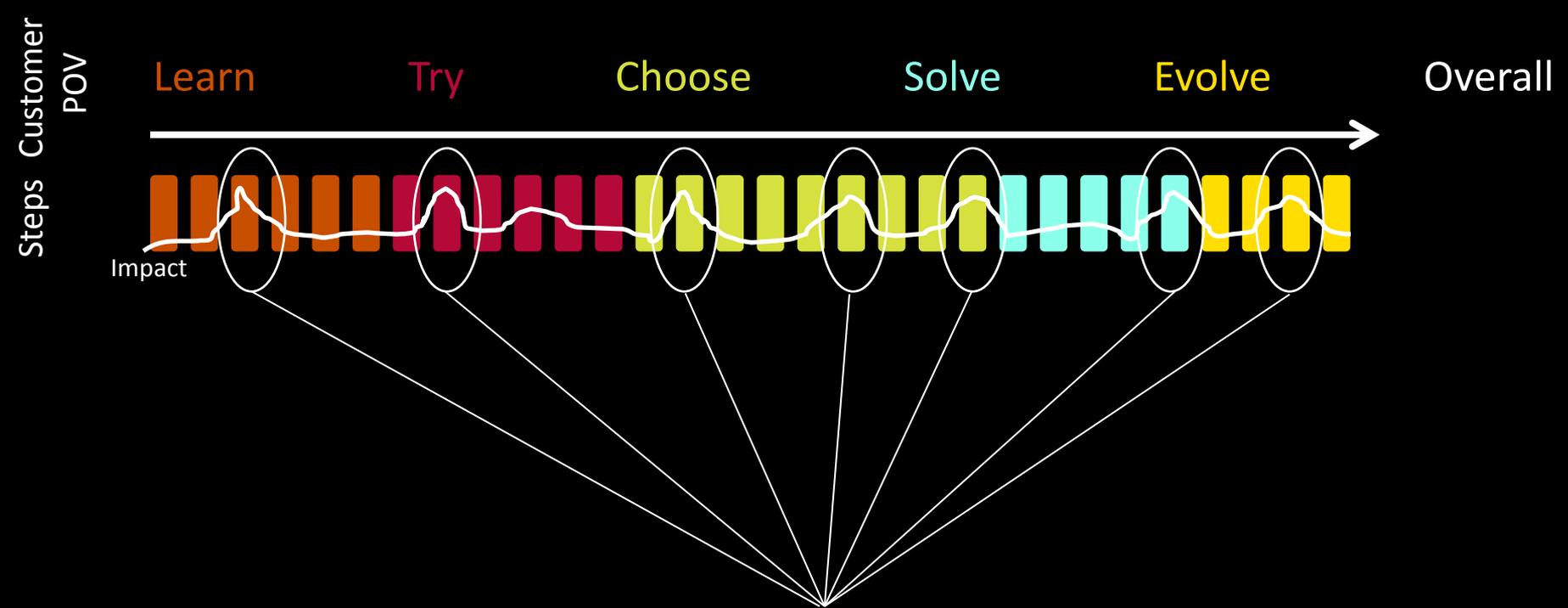






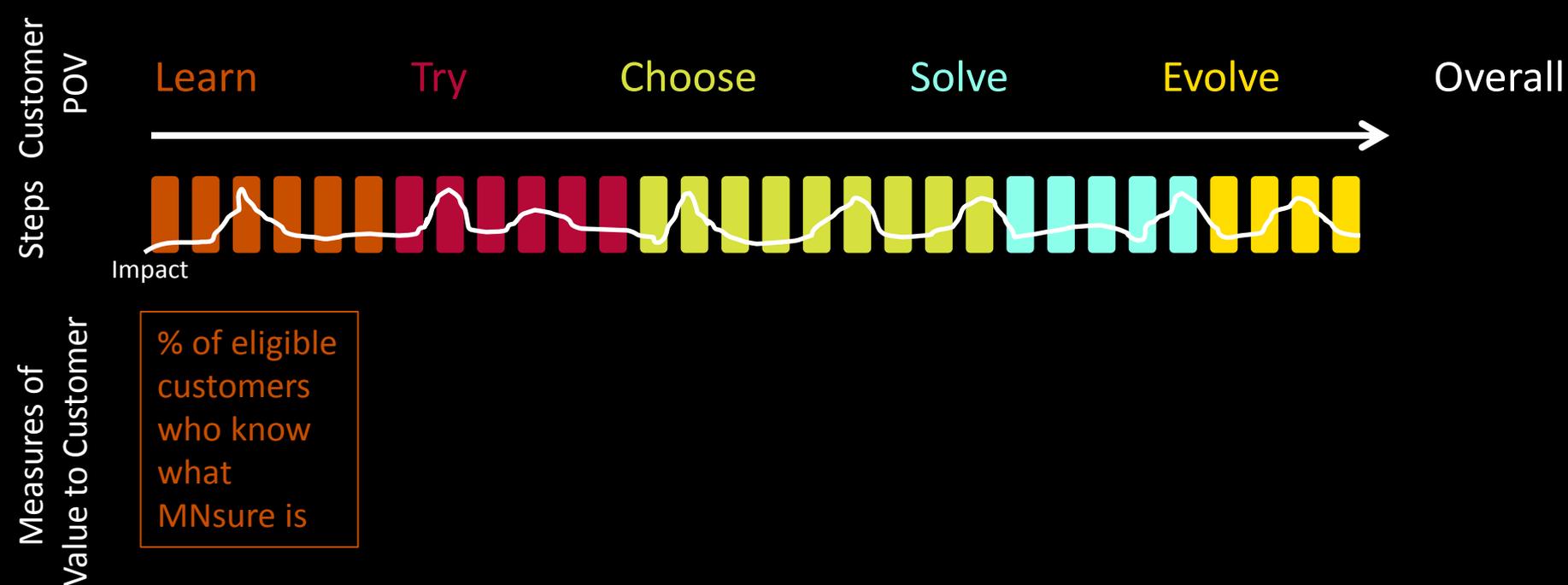
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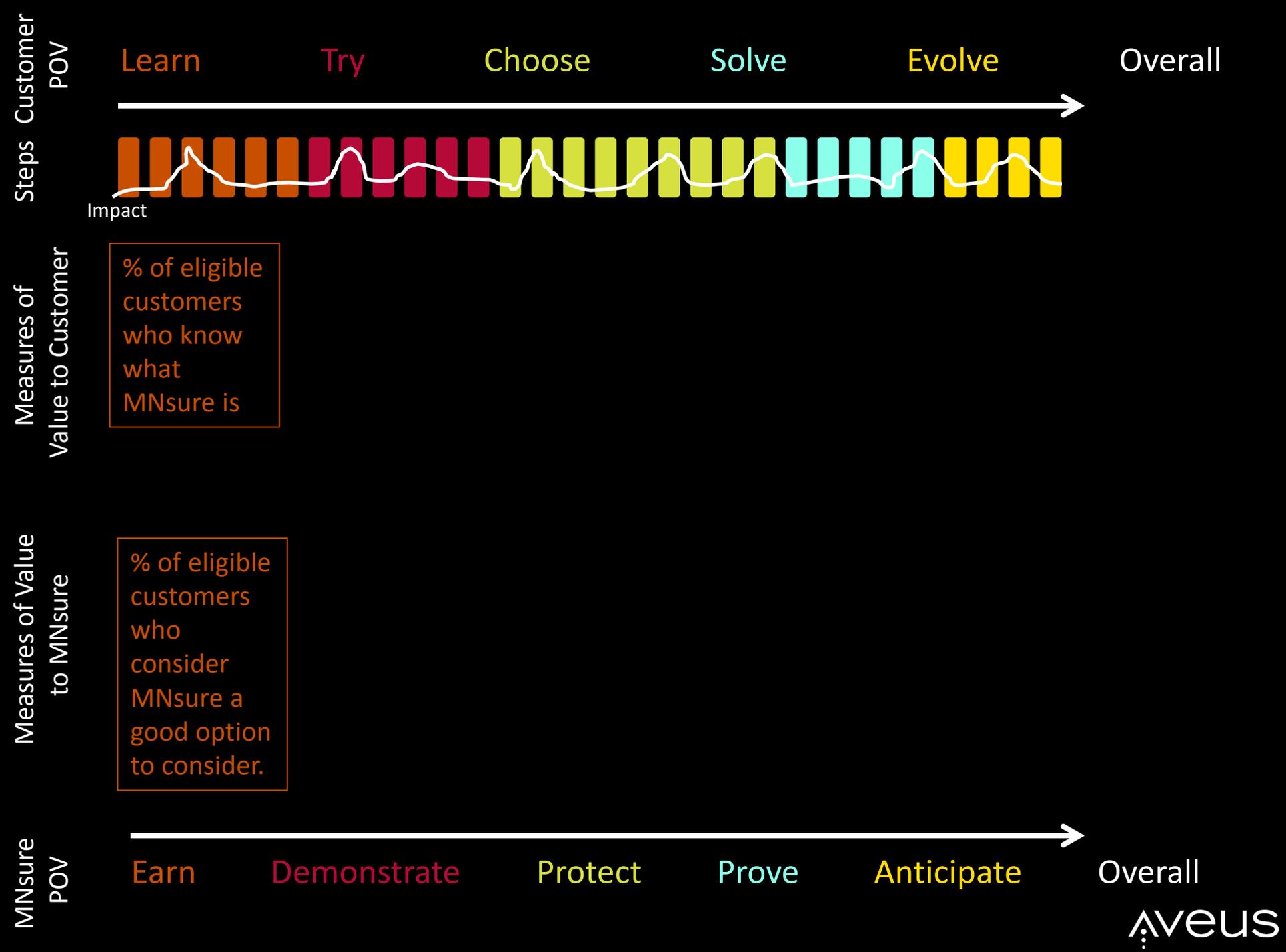


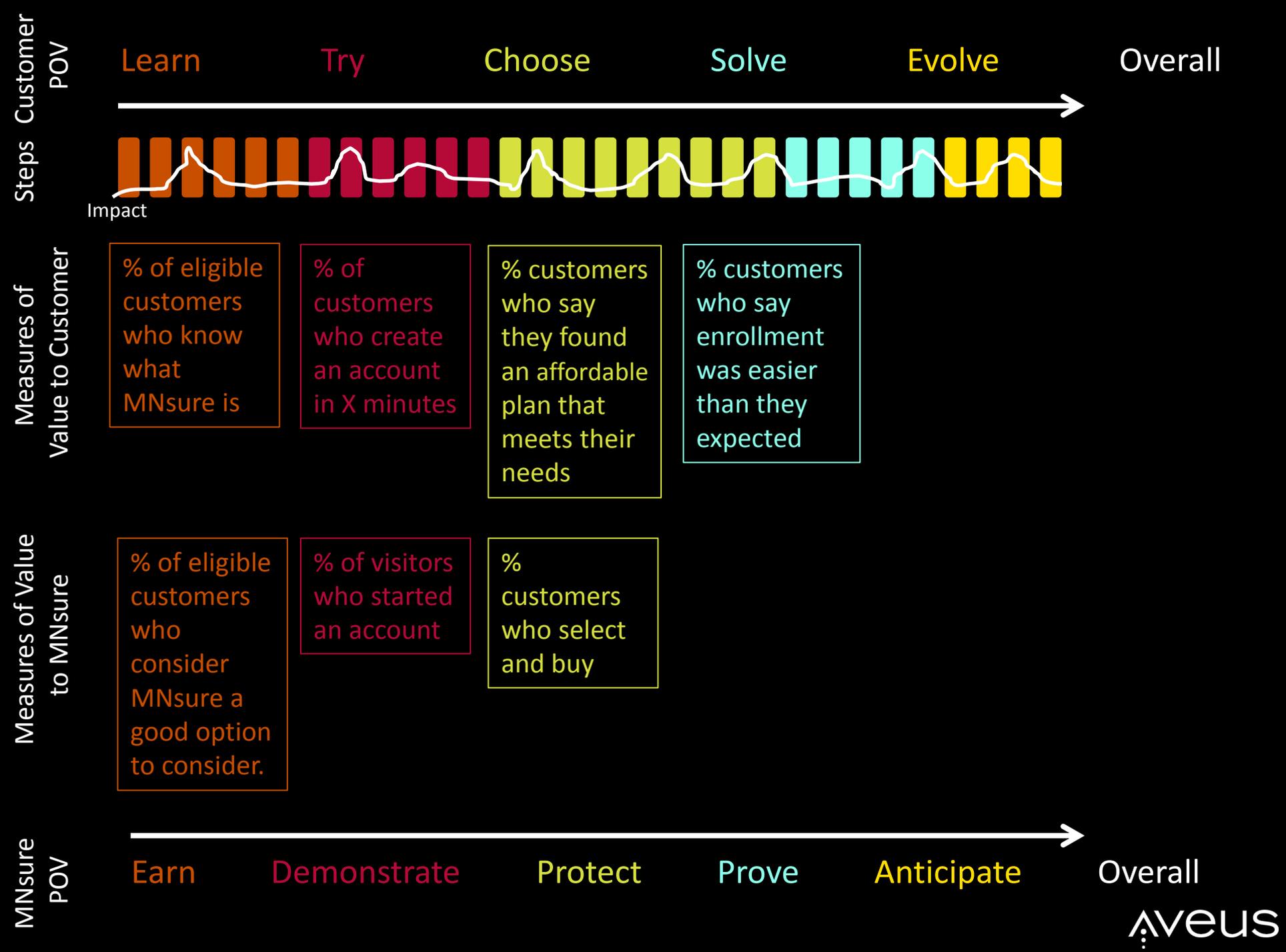


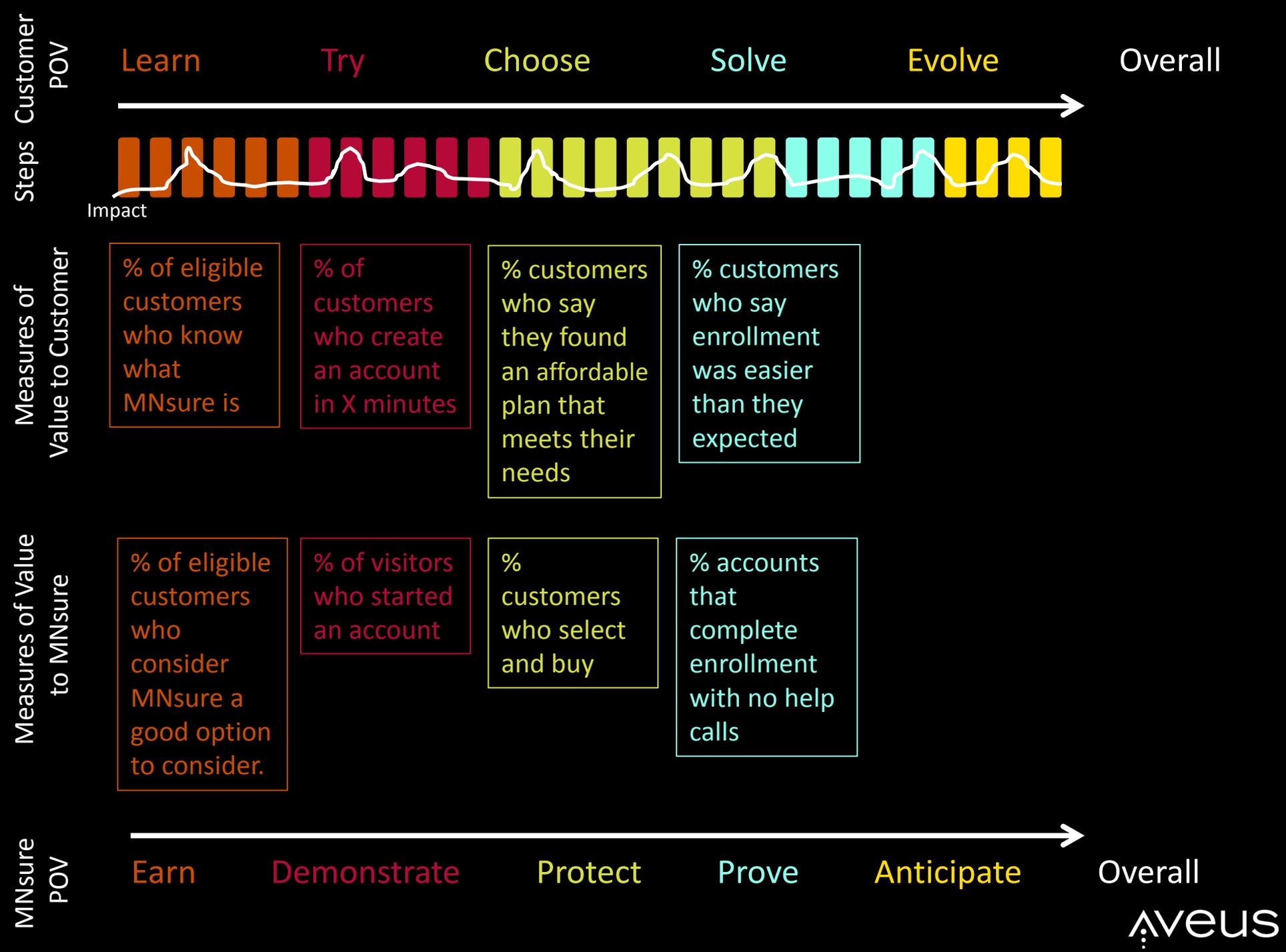
Tipping Points:

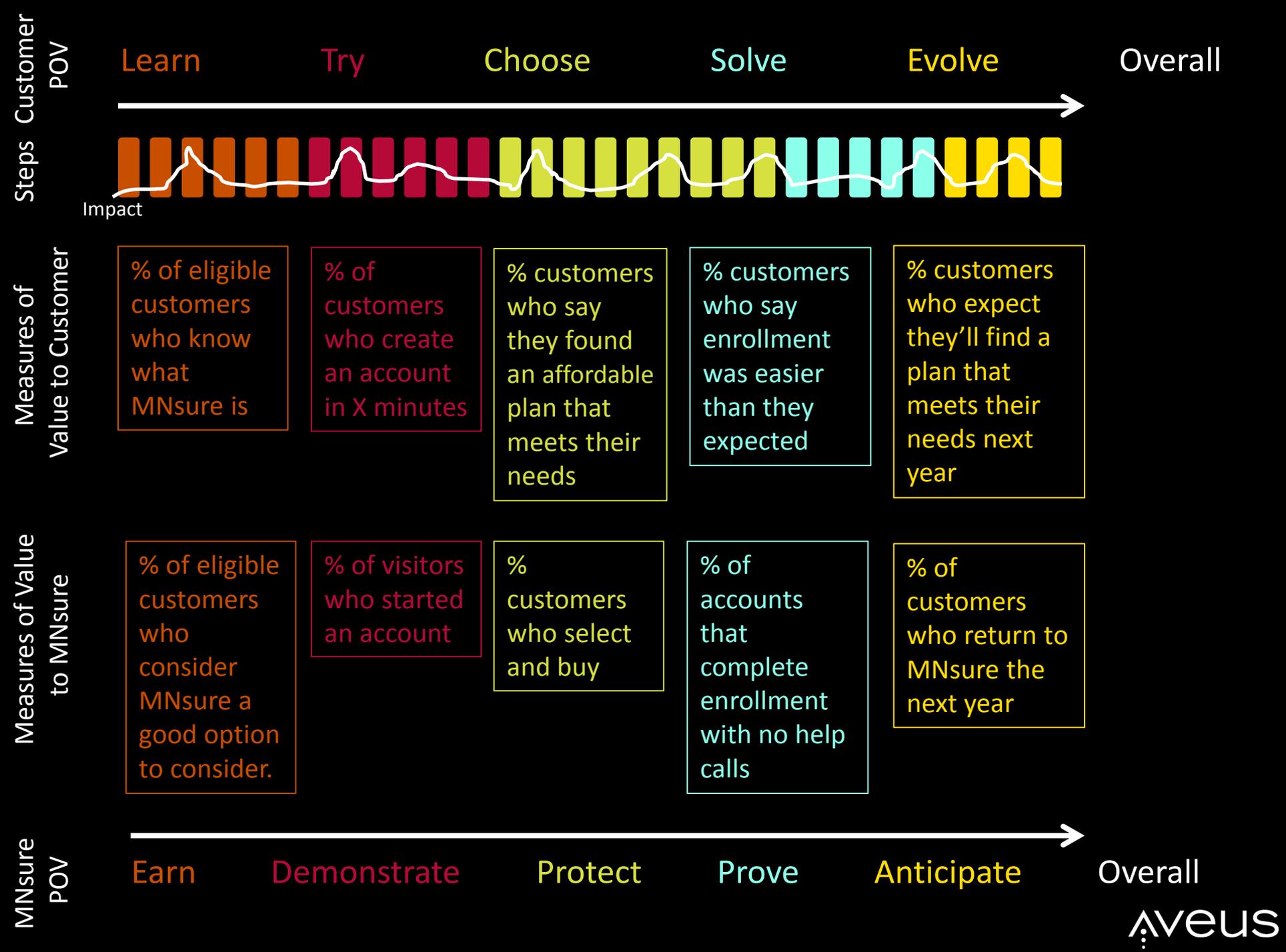
Moments in the experience that have a disproportionate impact on the customer's success – and your performance

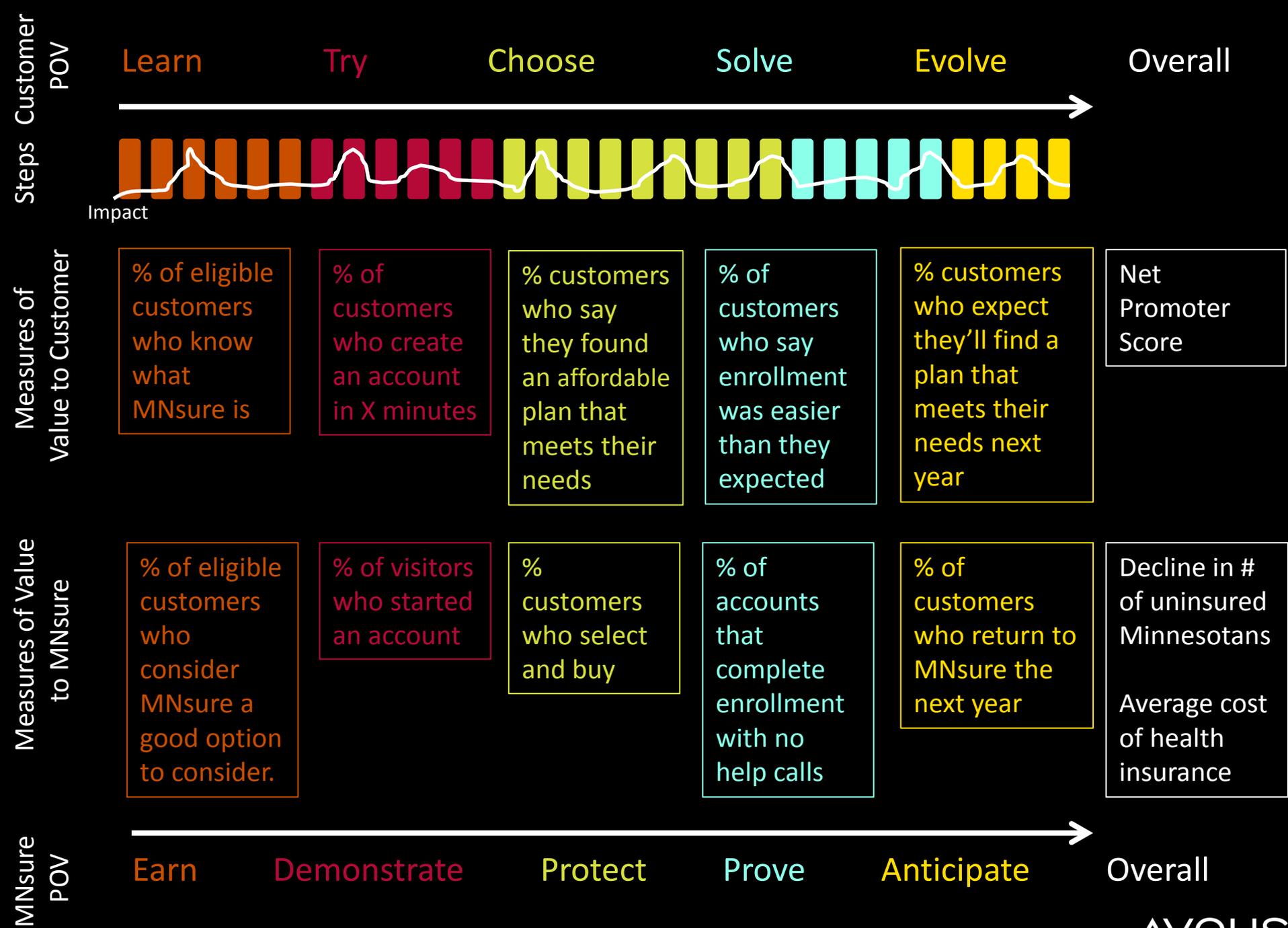












5 Outcomes

1. Access to health insurance
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For measurement, reporting & evaluation:

1. Define the ideal experience – and tipping points – for consumers, small business and health plans.
2. Measure value to customers and value to MNsure at each tipping point, and overall.

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